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OPPORTUNITIES OF THE INFORMATIONAL TRANSPORT MARKETS FOR DEVELOPMENT AND COMPETITIVENESS OF THE TRANSPORT SERVICE WITH FREIGHTING

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ABSTRACT: This paper examines the communication between carriers and consignors and their access to information, received from the informational transport markets, which allows raising the opportunities and competitiveness of the transport service.
KEY WORDS: informational transport markets, transport service, transport, transport competitiveness.

1. INTRODUCTION

Over the last years, the automotive transport has taken the leading part when doing road domestic and international transportations with a share over 10% of the total road transportations, [4].

Due to its advantages, connected with the ability of transporting goods from door to door, its accessibility and flexibility, the road transport remains preferable for internal and international transportation, as well. Companies, with their own transport system, are trying to be independent from outside carriers by doing their own transportation, thus expecting to reduce their transport expenses. On the other hand, the carriers are trying to establish themselves with a high quality public service, optimizing the transportation (movement "full-full") and a competitive price. [5] As a result of this, the transport work of the inland transportations is almost 50 %, as for the last 2 years is 52%, apart from the fact that the real transportation is hardly 40% from the total loads (table.1) [4]. This fact could be explained with the transporting on longer distances and a better optimization at work. As a confirmation of the last lines are the ratio values of *Lpo/Qo*, *Lpo/Po*, *Lep/Qp and Lep/Pp* shown in table 1.

Table 1. Comparative data of the domestic freighting in Bulgaria

Year	Qp, with paid freight	Pp, with paid freight	Lep, running on empty with paid freight	Lpo/Qo*	Lpo/Po*	Lep/Qp*	Lep/Pp*
	%	%	%	km/10^3t	km/10^6tкm	кm/10^3t	кm/10^6tkm
1	2	3	4	5	6	7	8
2002	38.4	47.6	36.5	2.55	103.23	2.34	65.28
2003	33.6	45.5	33.0	2.52	101.05	2.44	59.66
2004	34.5	41.4	30.7	3.05	103.32	2.57	64.83
2005	39.9	52.4	44.0	2.10	70.97	2.50	50.72
2006	41.1	52.0	36.1	3.26	98.4	2.64	51.25
Average	37.5	47.8	36.1	2.70	95.39	2.50	58.35

**Lpo* and *Lep* are accordingly the companies vehicles` running on empty, doing transportations at their expenses and with paid transport ;
Qo, *Po* – are the quantity freight and done transport work at one` s own expenses;
Qp, *Pp* - the quantity freight and done transport work by public transportation.

For the whole period 2002-including 2006, almost at one and the same ratio showing the running on empty for a load unit at about 2,5 km/10^3km, the running on empty for a unit done transport work of the private transportations is at an average of 63% more than the paid ones (table 1).Thus, it could be pointed out that the vehicles are used ineffectively when having transport services for private needs and passing a bigger running without loads. This fact leads to an increase in the exploitation expenditure (fuel, tyres), environmental pollution with fumes from the engines and the prime cost of the service, respectively.

Looking at the international automotive transport, we can see that almost the whole part of the transportations is done by the public transport (table 2). As a whole, the international freights are 1/10 (one tenth) from the total ones but because of the long distances taken (average transport distance Lqp = 1224.8 km) they constitute over 70 % of the total transport work at the automotive freights. Irrespective of the fact that there are loads of different types with different geometric indexes, the international transportations are done mainly by vehicles over 20 tons. This trend became noticeable over the last few years, when the transportation volume from 60% for own expenses and respectively 70% for public(paid) transport in 2002, has risen to 91,7% for own expenses and up to 95.3% for public transport in 2006.

Table 2. Comparative data of the international freighting[1]

Share from the total transportations							Share from the international transportations			
Year	Qo	Po	Qp	Pp	Lqo	Lqp	Qo>25t	Po>25t	Qp>25t	Pp>25t
	%	%	%	%	km	km	%	%	%	%
2002	0.3	6.4	8.3	71.7	531.1	999.4	59.6	72.6	70.7	78.1
2003	0.3	5.9	7	69.5	565.6	1244.6	69.9	63.3	80.2	82.2
2004	0.5	8.2	10.1	78.8	537.6	1320.7	78.2	85.4	85.4	83.5
2005	0.5	5	11.1	77.7	331.2	1369.2	88.6	88.5	95.5	96.9
2006	0.4	6.3	10.0	72.0	510.5	1190	91.7	89.7	95.3	94.8
Average	0.4	6.4	9.3	73.9	495.2	1224.8	77.6	79.9	85.4	87.1
[1] including the transit transportations, cabotage and the cross-trade										

As for the international transportation, there is a similar orientation, which could be explained with the transporting of big or bulk (group) loads. On the other hand, the implemented optimization could be used for redirecting a certain part of the loads from the automobile to the railway transport, aiming at facilitation of the road automotive network as not using the big and heavy freight vehicles. However, for this purpose it is necessary to apply the state policy along these lines and a more effective, comprehensive use of the transport market services.

2. STATEMENT

Market globalization, increasing the competitiveness, development of the transport, forwarding and logistic services along with the modern informational technologies and communications are among the conditions for a fast development of the informational transport markets, [5, 6, 7]. Internet allows a quick and easy access to them.

Basically, the advantages of the informational transport markets are as follows:

- allow publishing, searching and offering of loads and transportations;
- the information is relevant and constantly updated;
- the information is constantly accessible via the internet 24 hours a day, 7 days a week, a whole year;
- possibility for a quick and constant online contact and bilateral negotiations using written and sounded dialogue in a real time;
- sending/accepting contract documents;
- automatic translated offers and software on every language, used in the EU;
- possibility for sending and confirming money transfers over the deals;
- quick and easy access to new adverts;
- possibility for monitoring the loads in a real time (fig.1), estimation and tracking of the optimal route;
- database access for adverts of loads, carriers and transport services;
- possibility for statistic processing of the collected, archive kept database of the transport markets;
- advert access for the international and domestic transportations;
- possibilities for a detailed searching with key words;

- creating a notebook with addresses of loyal and disloyal clients;
- carriers access from the other transport sectors-railway, water, air;
- minimizing the risk of having incorrect and false adverts as preliminary studying of all members before their registration in the informational transport markets;
- affordable charges or lack of them when using these markets which allows reducing of the expenses for the transport service, etc;

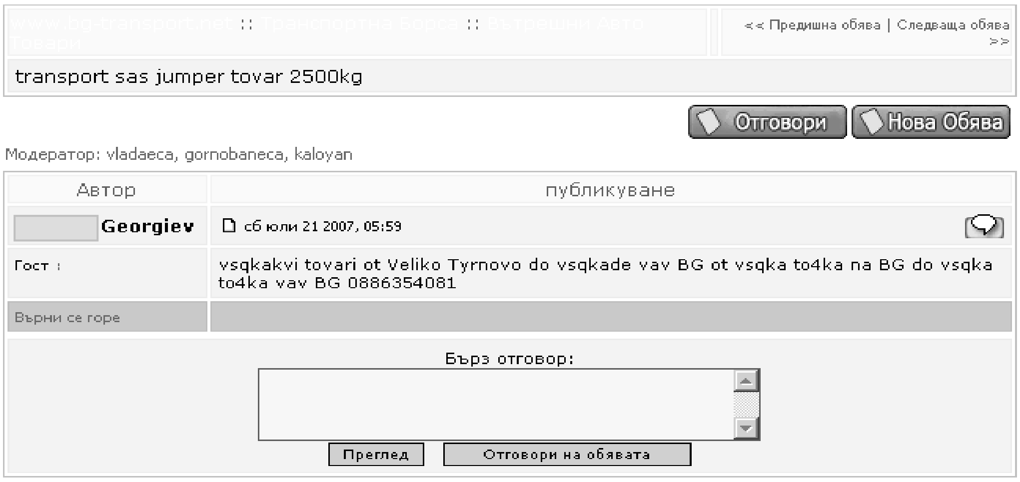

FIGURE 2. A type of published advert for doing the freights

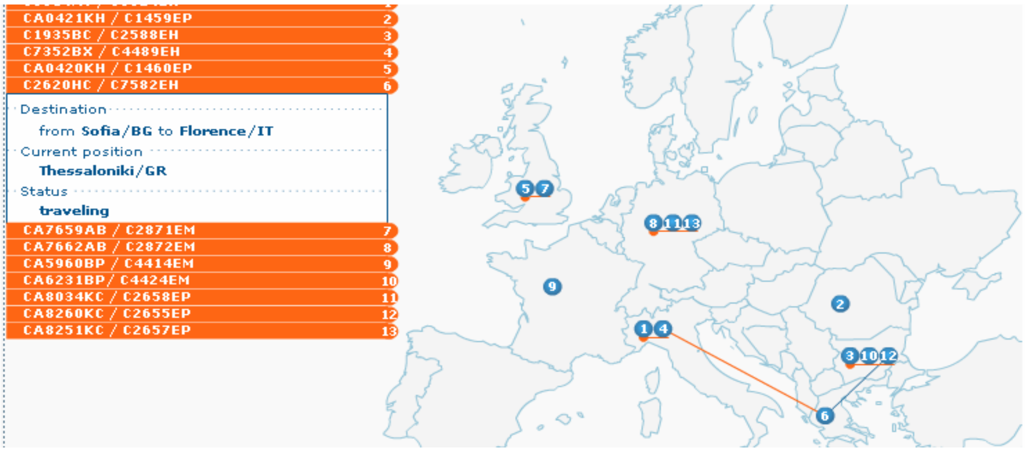

FIGURE.1. On-line tracking of the automotive route

Due to the variety of transport and informational transport markets, these advantages are not offered in most of them [1, 2], but are preferable from their clients. Regardless of the apparent advantages, there are still certain consumers who do not use completely their services or treat them with negligence. This fact is confirmed by the carried out advert research which shows the following:

- publishing of incomplete and vague advert;
- irregular checking of advert replies;
- looking for orders directly from the clients, which means having stopovers at the parking lots and waiting for clients who need transport services;
- unintentional causing and suggesting insecurity, uncertainty and doubts to the advert after its reading and/or after a conversation at the contract conclusion;
- lack of communication and presentation skills;
- lack of motivation of the employees who look for appropriate adverts for loads and transport;
- lack of incentives and good treatment to the employees from their employers;
- lack of enough information and access to use the informational transport markets;
- incompetence to use these markets and relying mainly on the forwarders;

FIGURE 3. General view of a homepage of informational transport markets

At present, the ambition of the modern informational transport markets is to unify the opportunities of e-mailing, chatting programs (ICQ, Skype) and possibilities for payment in a whole. Thus, having available operator combines other sources of communication like e-mails, chat-programs and others to use only one program. The use of general, multifunctional software reduces the working time, which makes easier and facilitates the work of the operator and optimizes the whole working process.

3. CONCLUSION

- As a result of the freight optimization in the international automotive transport, almost all of the loads (over 95% for 2006) are transported by vehicles with bearing capacity over 25 tons. This enlargement of the load consignments may allow redirecting of some loads to other types of transport-railway and in-water ones-which will reduce the weight of the road network from freight vehicles.
- In the internet area/space/there are a lot of big informational transport markets which let people use them, with or without payment, for transport services between carriers and consigners with or without a forwarder. The capabilities of these markets allow the carriers to find freights easier and quicker, thus optimizing the run of their vehicles and reducing the transport service cost. Hence, such transport markets are more competitive on the market.
- Apart from the growth of the informational transport markets, there are certain carriers who do not use completely the afforded opportunities of these markets, even treat with negligence their own advert publishing which is for searching of freights. To show such an attitude puts at risk their jobs as carriers and thus they are more likely to face the attitude of disregarding and ignoring form the market.

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